

**REMARKS**

Claims 1, 2, 5-28 and 38-41 remain pending in the application.

The Applicants respectfully request that the Examiner initial and return a copy of the IDS filed on December 19, 2007.

**35 USC 101 Rejection of Claims 1, 2 and 5-28**

The Office Action alleges that claims 1, 2 and 5-28 are directed to non-statutory subject matter. In particular, the Office Action alleges that the claimed methods must be tied to another statutory class of invention to be statutory subject matter.

Claims 1, 2 and 5-28 have been carefully reviewed and are amended herein as suggested by the Examiner to overcome the rejection. The Applicants respectfully request that the rejection of claims 1, 2 and 5-28 be withdrawn.

**Claims 1, 2, 5-28 and 38-41 over Katz and Hoffman**

In the Office Action, claims 9-17, 19 and 20 were rejected under 35 U.S.C. §103(a) as allegedly being obvious over U.S. Pat. No. 6,980,670 to Hoffman et al. ("Hoffman") in view of U.S. Pat. No. 6,424,706 to Katz et al. ("Katz"); and claims 1, 2, 5-8, 21-28 and 38-41 rejected under 35 U.S.C. §103(a) as allegedly being obvious over Katz in view of Hoffman. The Applicants respectfully traverse the rejection.

Claims 1, 2, 5-28 respectively recite, *inter alia*, crediting wireless airtime units from a wireless service account server based on an entity browsing a web site of a seller of goods or services. Claims 38-41 recite, *inter alia*, increasing a count of wireless airtime units when an entity has browsed an e-tailer web site.

The Examiner acknowledged that Katz fails to teach providing attraction to a given web site by crediting wireless airtime units to a wireless service account based on an interaction of an entity with a web site of a seller of goods or services. (see Office Action's Response to Arguments, page 7) The

Examiner relies on Hoffman at col. 4, lines 20-25 to allegedly make up for the deficiencies in Katz to arrive at the claimed features.

Hoffman at col. 4, lines 14-25 teaches:

According to several embodiments of this invention, the recipient rewards registry may take many forms: it may be a registry of immediate cash discounts or rebates provided to recipient during a commercial transaction; it may be the accrual of points which are credited towards the future purchase of a product or service, such as an automobile, frequent flyer miles, or free air time for phone calls. The rewards within said registry may be tied, for example, to certain product purchases, certain purchasing patterns reflecting frequency or loyalty, or certain purchase dollar amounts.

Thus, Hoffman teaches rewarding purchases not browsing, as claimed. Hoffman fails to disclose, teach or suggest crediting wireless airtime units from a wireless service account server based on an entity browsing a web site of a seller of goods or services; and increasing a count of wireless airtime units when an entity has browsed an e-tailer web site, as respectively recited by claims 1, 2, 5-28 and 38-41.

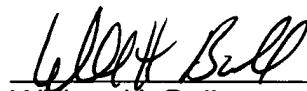
Katz and Hoffman, either alone or in any combination thereof, fail to disclose, teach or suggest, crediting wireless airtime units from a wireless service account server based on an entity browsing a web site of a seller of goods or services; and increasing a count of wireless airtime units when an entity has browsed an e-tailer web site, as respectively recited by claims 1, 2, 5-28 and 38-41.

Accordingly, for at least all the above reasons, claims 1, 2, 5-8, 21-28 and 38-41 are patentable over the prior art of record. It is therefore respectfully requested that the rejection be withdrawn.

**Conclusion**

All objections and rejections having been addressed, it is respectfully submitted that the subject application is in condition for allowance and a Notice to that effect is earnestly solicited.

Respectfully submitted,



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William H. Bollman  
Reg. No.: 36,457  
Tel. (202) 261-1020  
Fax. (202) 887-0336

**MANELLI DENISON & SELTER PLLC**  
2000 M Street, N.W. 7<sup>th</sup> Floor  
Washington D.C. 20036-3307  
WHB/df